National Committee for Sub-National Democratic Development Secretariat (NCDDS)

Integration of Social Accountability into National and Sub-National Systems Phase II Project

Terms of Reference

Position: **E-learning Consultant**

Duty Station: NCDD Secretariat, Phnom Penh, Cambodia

Duration: 45 days (working day)

Basis: Short-Term Individual Consultancy Contract

1. BACKGROUND

❖ *National Program on Sub-national Democratic Development*

The Royal Government of Cambodia (RGC) has committed to improve Sub-national Democratic Development (SNDD). The National Committee for Sub-National Democratic Development (NCDD) was established by Royal Decree to undertake the Organic Law and Decentralization and Deconcentration reform. To implement these legal documents, NCDD developed the first 10-year National Program (NP-I) which is divided into 3 phases or platforms. The first 4-Year Implementation Plan (IP3-I) of the NP-I, which ran from 2011-2014, focused on developing Sub-National Administration (SNA) operational systems and procedures. The second phase (IP3-II), which covers the period 2015-2017, aims to apply the new structures, systems and procedures developed during the first phase to improve SNA service delivery and governance. The third (the IP3-III), which covers the period 2018-2020 focused on key priorities that the RGC wished to achieve in the final phase of the NP and included the continuing to strengthen the transfer of functions and to increase financial resource to SNAs. The National Program phase II (2021-2030) is approved and launched to continue strengthening the Decentralization and Deconcentration reform.

❖ *Social Accountability*

Social Accountability is an essential component for improving SNA service delivery and governance. Therefore, the Social Accountability Strategic Plan was approved by NCDD on July 11, 2013, and Implementation of the Social Accountability Frameworks have been developed and approved twice, which are the Implementation Social Accountability Framework phase–I/ISAF phase I (2016-2018) and phase–II/ISAF phase II (2019-2025). The Strategic Plan and its frameworks have been implemented through the cooperation between the NCDDS, development partners, and civil society organizations to enhance the constructive engagement between citizens and government as an integral element of governance arrangements through which public decision-making and action take place. It includes all those activities in which citizens and their representatives can advocate for their interests (voice) and thereby check the performance of officials and service providers (accountability) as they make, implement, and enforce public decisions (collective choices) relating to rights, regulations, investment/resources, and service delivery. The Social Accountability Framework represents an integral component of the National Program Phase I and II. Both phases of Social Accountability specify activities to be undertaken by the demand side – led by civil society organizations and the supply side – by government entities at the national and sub-national levels. During Social Accountability Phase II, the World Bank, through the multi-donor trust fund on Social Accountability and Service Delivery (SDSD-TF) has supported two projects as follows: (i) Integration of Social Accountability into National and Sub-National Systems Project which NCDDS is an implement agency to coordinate and support SA supply side; and (ii) Engaging Citizens to Improve Service Delivery

Through Social Accountability Project which World Vision International-Cambodia is an implement agency to coordinate and support Social Accountability demand side.

❖ *NCDDS Structure*

The NCDD Secretariat, responsible for supporting and coordinating the National Program for Sub-National Democratic Development (NP-SNDD) and the implementation plans, is comprised of four divisions as follows: The Policy and Analysis Division; the Program Management and Support Division; the Monitoring and Evaluation and Information Division; and the Finance and Administration Division. The responsibility for management of the Social Accountability has been mainly assigned to the Monitoring and Evaluation and Information Division (MEID).

❖ *E-Learning Platforms Background:*

The rapid transfers in the field of technology have led to the emergence of new patterns of learning and education, which have further entrenched the concept of individual or self-education. E-learning is one of the evolving patterns of distance learning. NCDDS has been considering the possibility to conduct virtual training and E-learning to SNAs with existing Social Accountability core training modules, contents and other materials through a Learning Management System (LMS); and it was also introduced by the World Bank to support Social Accountability training more effectively as well as provide solution options for future capacity building, particularly with an emphasis on capacity building with the use of better technology so that sub-national administrations and communities will gain more knowledge and convenience.

2. OBJECTIVES OF THE CONSULTANCY

➢ Develop and deliver high-quality e-learning modules and productions, based on existing training materials, that meet the educational needs of the target audience.

➢ Enhance the learning experience through interactive and engaging content.

➢ Ensure the e-learning platform is user-friendly, accessible and incorporated with learning management system (LMS).

3. SCOPE OF WORK

The consultant is expected to carry out the following tasks:

3.1 Needs Assessment
- Review the existing training materials on ISAF.
- Conduct a thorough needs analysis to understand the E-learning objectives, target audience, and content requirements, based on existing training materials/contents on ISAF.
- Consult with key stakeholders to gather relevant information, including at NCDDS and with a sample of SNAs
- Gather inputs from NCDDS/SA project team and stakeholders to identify key learning goals and performance outcomes.

3.2 Instructional Design
- Develop an instructional design plan and scope that outlines the structure and flow of the e-learning modules to ensure the virtual course produces the desired changes in knowledge and skills.
- Create storyboards and scripts that detail the content, interactions, and multimedia elements of each e-learning module.
- Design assessments and quizzes to evaluate learner comprehension and retention.
- Design of end-to-end learning processes for e-learning virtual and blended training.

- Testing e-learning modules development with NCDDS team and a sample of SNAs

3.3 Content Development:
- Develop engaging and interactive e-learning content, based on or adapting existing training materials, using various multimedia elements (videos, animations, simulations, etc.).
- Cooperate with Communication officials to produce content videos and audio to use in the E-Learning
- Support communication team to develop shorter clips on specific topics to disseminate on social media (including the app, YouTube and/or Telegram channels).
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3.4 Technical Development:

- Build the e-learning modules using appropriate authoring tools (e.g., Articulate Storyline, Adobe Captivate, etc.).
- Integrate multimedia elements and interactive components in the e-learning modules.
- Ensure the modules are compatible with the Learning Management System (LMS) and other delivery platforms.
- Prepare the visual layouts of the course and cooperate with Senior Multi-Media consultant to selects or creates multimedia components to include graphics, images, animations, illustrations, audio, video and other media to effectively communicate the content
- Collaborate with the IT team and Software Engineer Consultant to integrate the e-learning modules into Learning Management System (LMS).
- Cooperate with the M&E, IT, Communication, and SA team to make available data to present to the public in an easy way to understand the process and results of E-learning.

3.5 Capacity Building and Support:
- Provide practical training and support to instructors and learners on how to use the e-learning modules.
- Perform other duties assigned by the SA Management team, as relevant to the delivery of the assignment.

2. DESK REVIEW AND INTERVIEW

The consultant will conduct a quick desk review of the relevant literature and documents useful to complete the objectives of the review. This will include documents related to existing Social Accountability core training modules, contents and other materials as well as user friendly of other e-learning systems. NCDDS will provide the consultant with existing Social Accountability core training documents. The consultant shall conduct consultation with stakeholders and collect necessary information to incorporate with desk review.

3. OUTPUTS OR DELIVERABLES

The following deliverables are expected to be developed by the consultant:
- Draft e-learning modules, mostly based on existing training materials, for NCDDS review and feedback.
- Submit draft materials for review and feedback.
- Results of testing e-Learning modules developed with NCDDS team and a sample of SNAs.
- The final high-quality e-learning modules that meet the educational needs of the target audience.
- This consultancy is expected to take place with a maximum of 45 days (working days) The workplan along with specific timeline will be clarified during the design phase.

No	Outputs/deliverables	Timing Expectation	Number of Day
1	**Inception Report**: the consultant will conduct meetings with NCDDS project team, and other relevant stakeholders if needed to gather information and requirements for designing plan and scope of work that outlines the structure and flow of the e-learning modules to ensure the virtual course produces the desired changes in knowledge and skills.	October 2024	7 days
2	**Instructional Design:** **Create** storyboard, scripts design assessments and quizzes to evaluate learner comprehension and retention.	November 2024	8 days
3	**Content Development:** . Develop engaging and interactive e-learning contents using various multimedia elements (videos, animations, simulations, etc.). . Cooperate with Communication officials to produce content videos and audio to use in the E-Learning	November 2024	10 days
4	**Technical Development:** . Build the e-learning modules using appropriate authoring tools . Integrate multimedia elements and interactive components in the e-learning modules . Ensure the e-learning modules are compatible with the Learning Management System (LMS) and other delivery platforms. . Prepare the visual layouts of the course. . Collaborate with the IT team to integrate the e-learning modules into Learning Management System (LMS). . Cooperate with the M&E, IT, Communication, and SA team to make available data to present to the public in an easy way to understand the process and results of E-learning.	December 2024	15 days
5	**Submit final output of e-learning.** **.** Delivery final e-learning modules and productions. **.** Provide practical training and support to instructors and learners on how to use the e-learning modules.	December 2024	5 days

This consultancy is expected to take place between October to December 2024 with a maximum of 45 days.

4. PAYMENT

The payment will be made on the basis of a daily fee to be determined based on qualifications, deliverable outputs, and contract negotiation.

5. REPORTING

The Consultant will work under the overall supervision of the Head of the NCDDS and direct supervision of the Social Accountability Project Manager. The Consultant will work closely with the Social Accountability Project Coordinator and others Social Accountability consultants, SNAs, relevant line ministries, and other relevant agencies following consultation and advice of the Project Manager.

6. QUALIFICATIONS AND EXPERIENCES

The consultant will have a track record of the following qualifications and experiences:

- At least bachelor's degree in media and communications, media management, public relations, journalism, marketing, multi-media management or any relevant fields, (master's degree is advanced.)
- At least 5 years working experience in planning, leading, implementation, and evaluation of communications including printing, broadcasting, and electronic media.
- At least 5 years of proven experience in developing e-learning materials for adult learning (e.g., modules, courses, etc.). The consultant should provide a portfolio of the best work carried out to date.
- Proficient writing, communication, and translating skills, particularly in English and Khmer.
- Education and practical experience in using Instructional Design, Digital Arts, or equivalent (using adult learning principles, methods, theories, and techniques) for global audiences.
- Extensive experience creating in-product micro learning, minimum 2 years. In all eventualities, a portfolio showcasing your outstanding craft.
- Mastery of standard content development tools.
- Video, e-learning, micro-learning design and development with a portfolio.
- Mastery of web services concepts and digital principles for development.
- Proficiency with Articulate products (Rise, Studio, Storyboard as a minimum) and Ispring. Experience with other e-learning creators is an advantage.
- Classroom / Virtual classroom ID / CD / training experience.
- Good working knowledge and experience in working with different information management systems.
- Knowledge and experience in video production, publication, info-graphic design, and public relations.
- Knowledge and experience in Learning Management System (LMS).

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